

EXHIBIT U

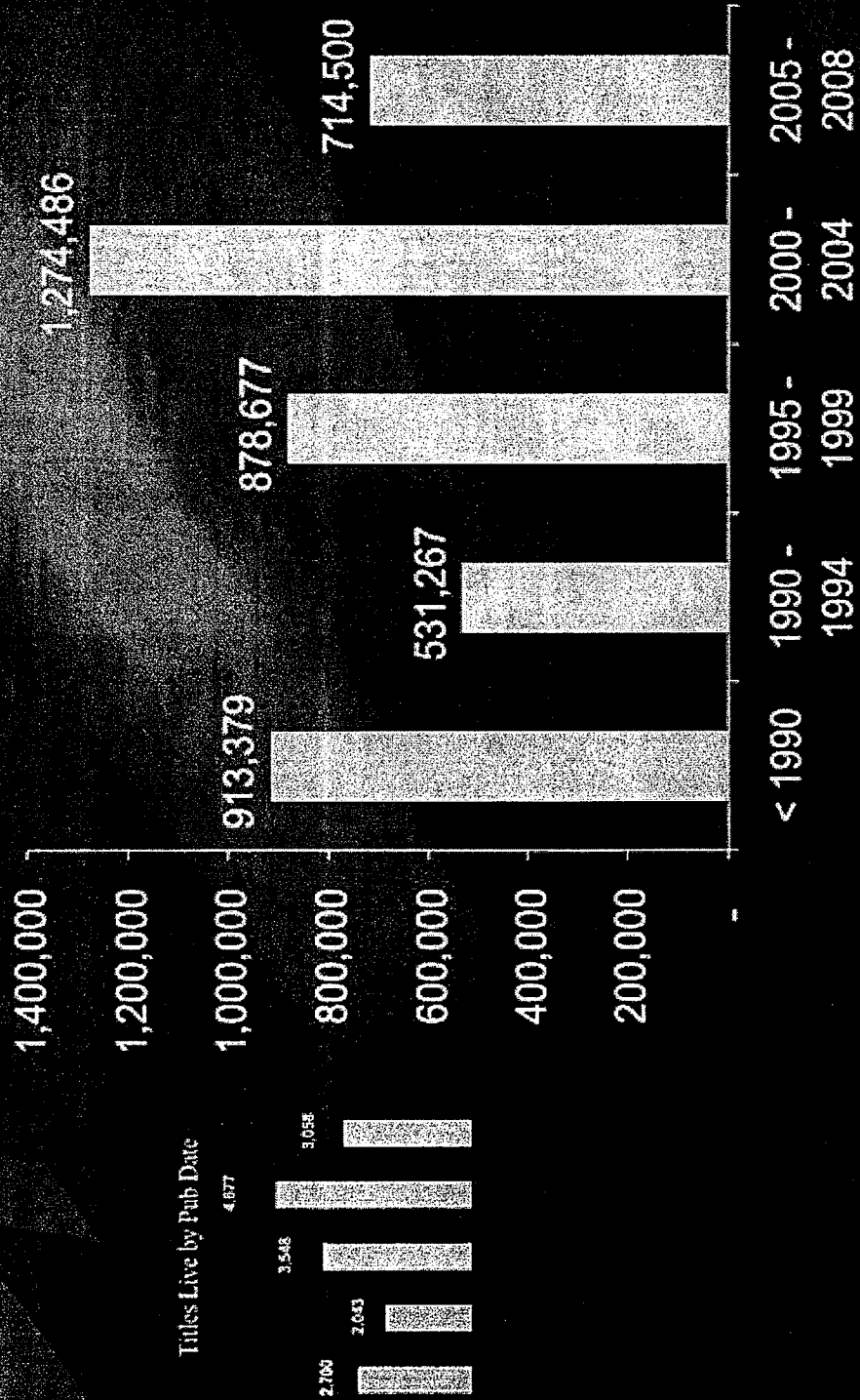
PART 4 OF 6

Case Study: Oxford University Press

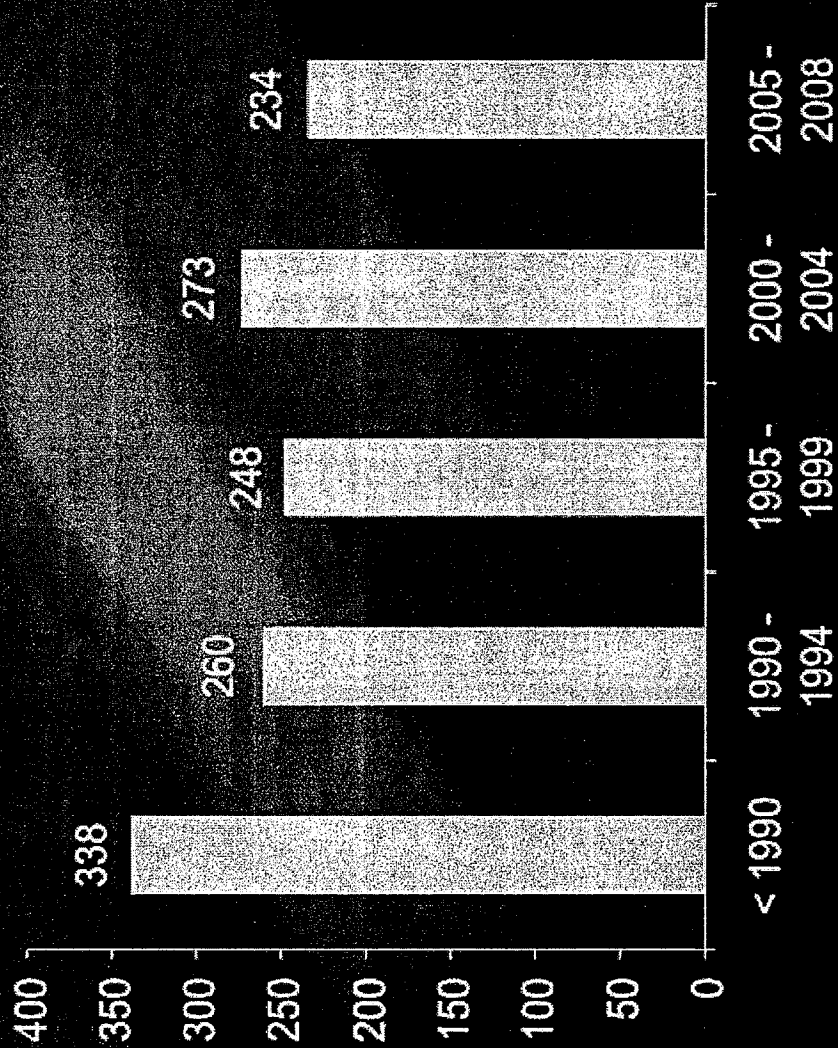
Google Confidential and Proprietary

Q3 2008 Analysis

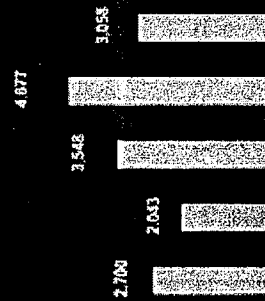
Visits to OUP Titles



AVERAGE VISITS PER TITLE

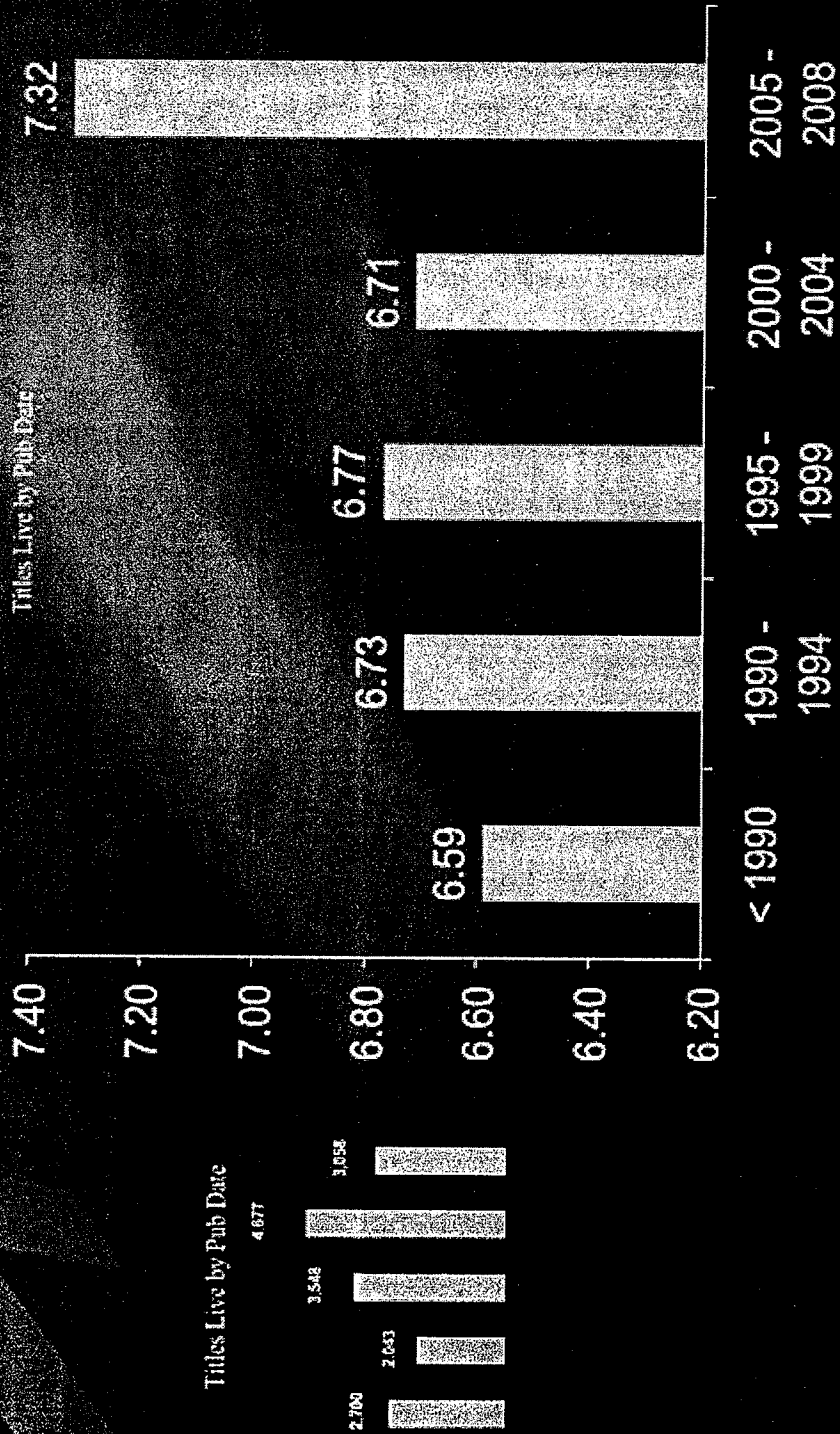


Titles Live by Pub Date



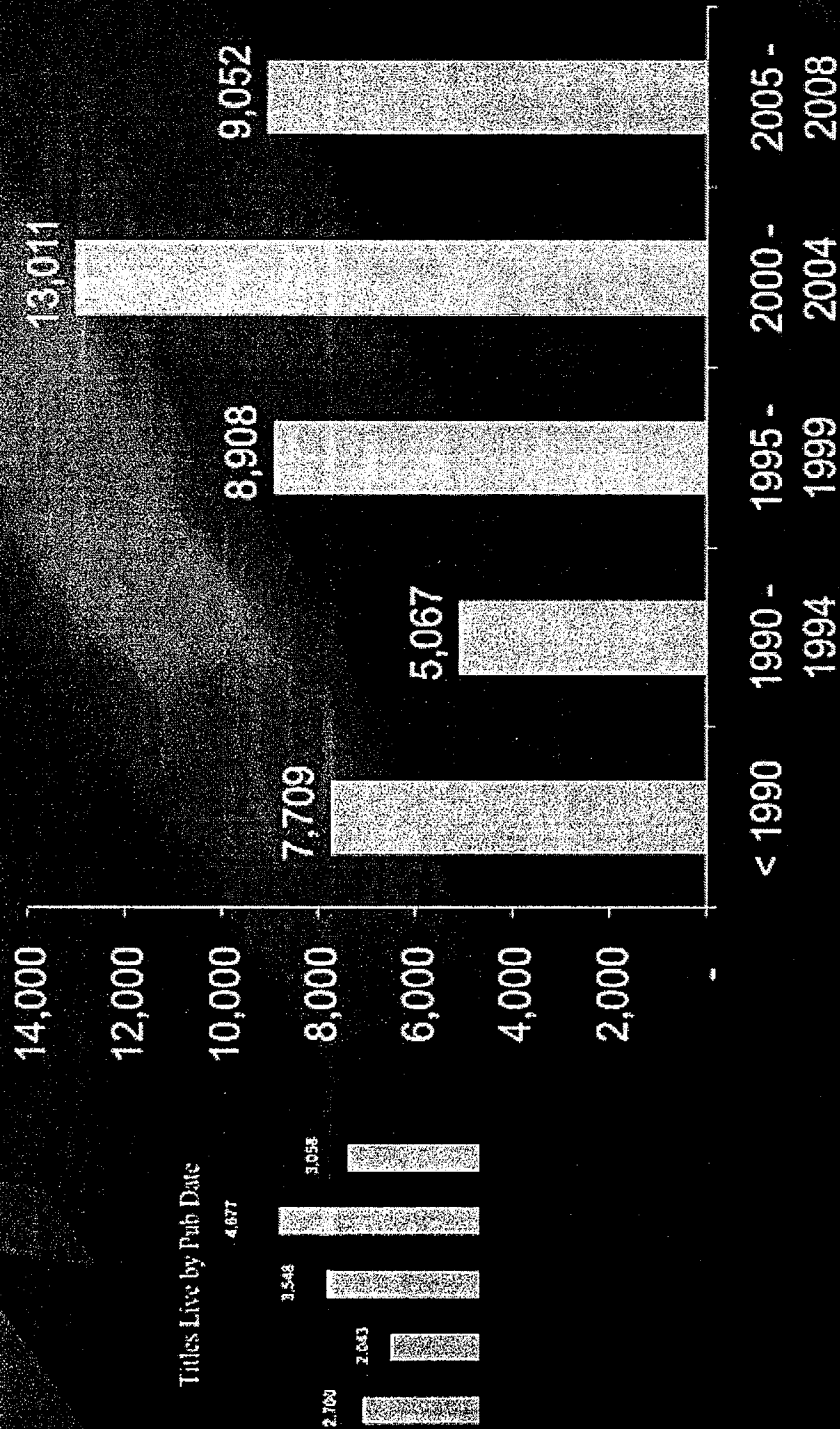
Q3 2008 Analysis

Average Pages Viewed per Visit



Q3 2008 Analysis

Number of "Buy this book" Clicks



Google Book Search

Life of Program Stats for OUP

- 15,564 titles live
- 143,822,674 book pages viewed
- 734,818 "buy the book" clicks
- 47.21 buy click per book on average
- \$40 Average book price

Click to Buy Conversion Rates

Buy %	Buys	Income
1%	7,348	\$293,927
2%	14,696	\$587,854
3%	22,045	\$881,782
4%	29,393	\$1,175,709
5%	36,741	\$1,469,636
6%	44,089	\$1,763,563
7%	51,437	\$2,057,490
8%	58,785	\$2,351,418
9%	66,134	\$2,645,345
10%	73,482	\$2,939,272

Case Study: Springer